

(For Immediate Release)



**Next Media Limited
2007/08 Interim Results**

Financial Summary:

For the six months ended 30 September	2007 HK\$'000	2006 HK\$'000
Revenue	1,707,713	1,636,286
Earnings before interest, tax, depreciation, impairment and amortisation	334,054	271,663
Profit for the period	215,488	157,755
Basic earnings per share	HK9.0 cents	HK10.6 cents
Diluted earnings per share	HK9.0 cents	HK6.5 cents

(17 December 2007 – Hong Kong) Next Media Limited ("Next Media" or the "Group"; stock code: 282) is pleased to announce today its unaudited interim results for the six months ended 30 September 2007.

During the period under review, the Group's total revenue amounted to HK\$1,707.7 million, representing an increase of 4.4% from HK\$1,636.3 million in the last corresponding period. EBITDA rose 23.0%, from HK\$271.7 million to HK\$334.1 million while the Group's unaudited consolidated profit stood at HK\$215.5 million, an increase of 36.6% over the figure of HK\$157.8 million for the same period of 2006. Basic earnings per share were HK9.0 cents. The Directors have declared an interim dividend of HK5.0 cents per ordinary share (2006/07: HK4.0 cents), amounting to HK\$120.6 million.

The Group's Newspaper Publication and Printing Division recorded a 5.2% increase in revenue, to HK\$1,197.4 million. Meanwhile, the Division's segment profit rose by 46.1% to HK\$189.9 million, compared with HK\$130.0 million in the first half of 2006.

Apple Daily strengthened its position as Hong Kong's No.2 daily newspaper during the period, both in terms of its sales and readership. Though *Apple Daily's* advertising income slightly decreased by 3.6% to HK\$316.0 million, its circulation income rose by 4.8% to HK\$201.9 million when compared with the same period of 2006.

Taiwan Apple Daily remained the island's most widely read daily. Its revenue increased by 7.8% to HK\$604.9 million, when compared with HK\$561.0 million for the corresponding period in 2006.

Sharp, the free newspaper that the Group launched in Taipei during October 2006, continued to gain popularity among readers and advertisers alike, and it is set to break even during the coming 12 months.

As for the Group's external Hong Kong newspaper printing business, it achieved a 30.5% growth in revenue, amounting to HK\$74.5 million when compared with HK\$57.1 million in the last corresponding period, which was mainly as a result of its success in winning contracts to print the free newspapers that are being circulated in the city.

Regarding Books and Magazines Publication Division, the Group achieved stable results in a competitive market. Though revenue of this Division amounted to HK\$430.4 million for the period under review, representing a modest increase of 1.1% when compared with HK\$425.8 million in the same period last year, its segment profit grew by 17.3% from HK\$36.4 million to HK\$42.7 million.

Sudden Weekly Bundle, *Next Magazine* and *FACE Bundle* remained as Hong Kong's first three most widely read weekly publications while *Taiwan Next Magazine* maintained its status as the island's best-selling and most widely read weekly during the period.

The Books and Magazines Printing Division continued to make a steady contribution to the Group's results. The Division achieved a revenue of HK\$147.3 million during the six months ended 30 September 2007, an increase of 4.0% over the figure of HK\$141.7 million for the same period of last year.

Internet Division continued to play a valuable role in strengthening the Group's brand image, especially among younger people, and its business remained stable.

Commenting on the Group's 2007/08 interim results, Mr. Stephen Ting, Executive Director and Chief Executive Officer of Next Media, said, "We are optimistic about Hong Kong's general economic conditions in the coming months and believe its business environment will remain favourable. Taiwan's economic prospects also look stable. The Group will maintain its strategy of building on the established strength and reputation of its core businesses in Hong Kong. At the same time, it will continue to look to the Taiwan market for further substantial growth in terms of both revenue and profit."

Company Profile

Next Media Limited is the largest listed Chinese print media group in Hong Kong with business spanning across Hong Kong and Taiwan. The Group publishes one newspaper and five magazines in Hong Kong, namely *Apple Daily*, *Next Magazine*, *FACE*, *Sudden Weekly*, *Eat & Travel Weekly* and *ME!*. The Group has extended its platform to Taiwan by publishing *Taiwan Next Magazine* since May 2001, and launching *Taiwan Apple Daily* in May 2003 and a free newspaper - *Sharp Daily* in October 2006. Besides, the Group is also engaged in printing and Internet businesses. The printing business mainly serves the Group's magazines and newspapers. The Internet business mainly provides fee-based content that is adapted from the Group's magazines and newspapers.

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